GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:913
ANSWERED ON:22.11.2001
CONTROVERSY OVER TELEVISION RATING POINTS
IQBAL AHMED SARADGI

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government have sought a report from Prasar Bharati on the controversy over Television Rating Points of programmes aired by private channels;

(b) if so, the reaction of the Government on the raging debate, ostensibly a product of the scramble for a bigger share from the Rs. 2,500 crore advertisement pie;

(c) whether the Government have intervened in this issue;

(d) if so, the action the Government propose to take in this regard;

(e) whether the Government have found the blacksheep behind the leak by the anonymous people in Mumbai and Chennai; and

(f) if so, the details thereof?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): Yes, Sir.

(b) to (f): The Television Rating Point (TRP) controversy is an issue between the Market Research Companies and Advertisers in the Electronic Media. TAM Media Research and the ORG-MARG are the two agencies, which measure viewership through representative samples of television viewing public/homes. The measurement is done through an electronic device called People Meter. The reports were regarding leakage of information relating to viewership homes, leading to loss of credibility. The Government has no role to play in the matter.